



CITY OF OREM
Summerfest Commission Meeting Minutes
Wednesday, November 11, 2015
5:15 p.m.

CONDUCTING: Teresa Horn, Boutique (Chair)

ATTENDING: Liz Craig, Baby Contest, Sponsors
Wally Harkness, Sponsors, Booklet, Appreciation Dinner
Jim Lauret, Grand Parade
Kena Mathews, Children Crafts, Student Marshals
Peggy Philbrick, Entertainment
Kathy Pranger, Food Vendors, Breakfast
Joseph Sorensen, (Arts Council) Entertainment
Nancy Peterson, (Arts Council) Entertainment
Margaret Black, City Council Representative
Laura Bascom, Volunteer Coordinator
Tim Dalsing, Park Liaison
Peter Wolfley, Web/Social Media
Reed Price, Maintenance Division Manager
Charlene Crozier, Arts Council
Jill Winder, Administrative Support

ABSENT/EXCUSED: Rob Shaw, Car Show, and Children's Parade
Ryan White, Appreciation Dinner, Hospitality Tent, AirCare
Kent Allen, Purchasing Agent
Jason Adamson, Risk Manager

VISITORS:

Welcome, Introductions & Approval of Minutes

Teresa Horn (Chair) brought the meeting to order by welcoming everyone to the November Summerfest meeting. As a reminder, all meetings are recorded in compliance with the State and City Ordinance. Teresa Horn started the meeting by asking the committee for the approval of the July minutes. *Jim Lauret made a motion to approve the minutes with Wally Harkness seconding the motion. All attending committee members voted unanimously to approve the meeting minutes.* Since there was a couple of committee members from the Arts Council in attendance, Teresa had everyone introduce themselves and the events they are over.

Final Budget Report for 2015

Reed Price presented a budget report for the 2015 Summerfest. Our final total we made was \$3,991.70. This was due to the fund raising efforts of Wally. Total donations for the event was \$45,291.00 in donations, which really helps out. Reed showed each event's total cost and the sponsorship amount if one applied to that event. Overall, we had a remarkable year due to everyone's efforts. Please see attached to review each of the events broken down.

Liz Craig asked Reed since Summerfest made a profit, will this committee be able to keep that money for the 2016 year? Reed responded stating that this decision is ultimately made by the City Council. Reed will try to get more information concerning this before our meeting in January and report back to what he finds out. Jim Lauret pointed out that these numbers do not take into consideration any overtime or pay for all the City employees working these 2-3 days.

Discussion and Consideration for Expanding Summerfest

Reed started the conversation by saying there has been some discussion with the City Council and the City Manager Office, and with Wally Harkness in trying to expand the scope of Summerfest. In the past, we have just had the same event(s) over the years, and that has been great. There is a feeling that the event is at the point where more could be done to get more people and businesses on board and help sponsor some new events. As they have discussed this, some of the things that they have talked about is doing a new branding for Summerfest. Back in July, Sheri Warnick with Creative Design came in and presented about her company. Liz Craig commented that she has talked with Sheri several times and Liz said that it would be very costly. Liz believes that there are other resources out there that could help us rebrand Summerfest at a better cost savings.

Wally added that many of the surrounding cities have something in their city that is significant to them. For instance, when you hear Payson Days, what do you think of? Onions. When you hear Pleasant Grove City, what do you think of? Strawberries. When you think of Orem, we do not have anything attached to our name. Wally asked, how do we get around that? How do we make Orem recognizable? Wally said that maybe we should take Summerfest and showcase what is unique to Orem. Liz Craig commented that she thinks of the Storytelling Festival. Since there is really no one thing, maybe we just showcase a part of Orem each year.

Part of the thought process is growing the footprint beyond the Orem City Center Park, so actually more people can feel like there is some place to go and participate in Summerfest. For instance, it has been proposed that the parade route be altered, so it goes up 400 East along Scera Park instead of 800 East. It can start in the same place, but just go down 800 South and come up 400 East and then go down the same exact way. Then those participating in activities at Scera can watch the parade from there. We could also add Orem High School as another venue area for Summerfest. This may be a good spot for the Car Show, or even hold the baby contest in the high school if Alpine School District would give us permission.

Teresa can see the vision of making it bigger. But Teresa also thinks that if we start moving events to different locations in the City, that means less people in the park and those vendors who have paid money to participate will not do well and will not want to come back in the future. Many of the committee members seem to agree with Teresa, but adding on new events at different locations might

work out too. Teresa asked Wally what type of new events the city was considering at this time. Wally said they looked at other city celebrations to see what they have to help get some ideas for new events for Summerfest. Wally mentioned at the Freedom Festival, they have a water area that have a few different small rides just for an example. Wally also thought about businesses that are unique to Orem that could showcase themselves over at Scera. Liz Craig asked about the possibility of allowing the food trucks in Scera Park. Kathy Pranger added that the food trucks are very reluctant to pay, because they can park anywhere public and do business.

Why couldn't a production of some sort be done at the Scera Shell during the week of Summerfest? Liz thought that would be a wonderful event for all ages to attend. A small entrance fee could be charged to help with costs. Teresa feels that any event that we take away from the park, will make it feel empty and there would be fewer people in the park to enjoy the free entertainment. Tim Dalsing added that American Fork City tried something similar about twelve years ago and it's finally catching on that there are activities going on throughout the city. It really hurt the craft boutique, but the car show has grown in size over the years.

It was suggested that we move the whole event to a different park. Margaret Black stated that it really frustrates her to think about that, because the stage at the City Center Park was built for events like Summerfest. Plus moving it to Scera Park would also hurt the business at the swimming pool. Wally thought a small Storytelling event on one night, would draw people into Scera Park. It could probably be a revenue generator, because there are a lot of people who can't come on Labor Day Weekend to the Storytelling Festival who would like to participate. This would be verily easy to arrange. Maybe someone like the University Mall would like to showcase what is going on at the mall with all the construction. Wally feels that there are many businesses that would probably like to participate in something at the park. Teresa commented that she receives numerous calls and applications from businesses. Having them at Scera Park separated from the boutique would be a great event to pursue. Maybe something like this could be done on Wednesday or Thursday night. Overall the committee would like to have events on Thursday night such as the carnival, food trucks, Orem businesses being showcased, and maybe even a small storytelling festival. Liz added that Bed Time Stories was a huge hit. Many of these events could happen easily on Wednesday or Thursday evening. Margaret Black asked who is requesting that Summerfest be more days than just two. For one, the carnival would like to be able to run on Thursday night, but also city staff has had requests to make it longer and bigger.

Kathy Pranger asked why there are no athletic events attached to Summerfest. Reed replied that the city use to have a 5K sponsored by the Fire Department for many years. But during Summerfest weekend Utah Valley University has several types of running events and the Fire Department just could not compete against their event. We tried to do a golf event this past year, but because of the short time to advertise this event, there was only a couple teams that had signed up, so it was canceled. Liz mentioned maybe having a fun run for the kids.

Charlene Crozier asked if the committee was still contemplating moving the baby contest to another venue or even another day. Liz answered yes, but nothing has been truly decided yet. Liz mentioned that we could have the baby contest the week before Summerfest maybe at Orem High School and then just do the winning announcements on Saturday.

Wally mentioned about coming up with an activity for the high school age group. Possibly a dance in a parking lot at one of the high schools. Margaret Black wanted to caution the committee members to really address needs and wants when deciding on new events. Reed Price added that one of our needs should be a new branding (logo) and trying to show case businesses in Orem. If our desire is to expand Summerfest we need to find other spots to put some of these events. The closest ones to the City Center Park are Scera Park and Orem High School. If we could utilize those areas, we as a committee need to decide what to put there. Reed added that those events should run possibly through both Friday and Saturday, but it also could be Thursday and Friday. These details will need to be discussed more in length, plus ask a few businesses if they would be interested in doing something like this.

At this time, we need to start concentrating on finding sponsorships, because many businesses are already allocating their 2016 budgets and will need/want this information in deciding to participate or not. We need to be a little more proactive and figure out what the vision is for the 2016 Summerfest and start letting potential sponsors know about the new events for Summerfest and ask them if they are willing to be a sponsor over a certain event.

Kathy Pranger suggested that maybe we could look at doing a volunteer project. Maybe on Monday night find a project and ask the community to come out and volunteer their services. Peter Wolfley commented that during this time frame the City will be installing the new All Abilities Playground at the City Center Park. The plan is to have the community help build this playground. The city needs around 3,000 volunteers to accomplish this project. It is scheduled to start the first week of June, but the date could possibly be changed. It was recommended by the committee members to try and do the playground a week or two before Summerfest, so the park is not in a mess in that area. All the committee members felt this would be a great idea. In January, Pete will bring in more details about this project. Joseph Sorensen was also wondering if there is another location that needs attention as well. We could get so many people wanting to volunteer that we may need another project as well. Joseph suggested that we also try to raise funds for a local charity during Summerfest. Margaret Black stated that the All Abilities Playground is a project that the City is asking for community help in raising funds for this project. So we should make this our only volunteering/charity event this year.

Wally commented that all the suggestions that have been made are really great and would be a wonderful addition to Summerfest. We really just need to concentrate on maybe 2-3 this year and see how it goes. If it is a success, we can possibly add more the next year. Teresa also agrees that only 2-3 events would be a good start. Teresa really likes the idea of having a Thursday night Family Night. Have the carnival and invite the food trucks, doing the Bedtime Stories at the Scera Park, and also doing service with the playground. That seems like a lot. Wally agrees that these events would be a great place to start. If we are going to utilize Scera Park, we need to have some other activities going on besides Bedtime Stories. Whatever we decide to do at Scera, we need to stay mindful of the swimming pool and not take away from people wanting to go there.

Margaret asked Reed what his whole thought process is with trying to expand Summerfest. Reed answered that having activities at Scera Park sounds like a good idea, but doesn't have a clear vision of what would go on there. But, if we do things at this park, he feels it should last the full duration of the festival and not just one night, except for the activity at the Scera Shell.

Peggy Philbrick suggested having a family activity that becomes a goal. For instance, when you go to national parks you can earn park ranger badges by walking certain routes in that park. She suggested that maybe having something at each of the city parks that they can earn a prize if they visit all of them. This is a great idea, but could be very time consuming for someone to have to be in all the parks to give them a badge or something. It was suggested that they could just take a picture with their phones of themselves at each of the city parks wooden name plaque. This would incorporate fitness, discovering new things about each park, maybe providing some history or trivia about each of the parks. There is a purpose to go walk each of the city parks. Again, this is a really great idea, but really seems very time consuming for a committee member to oversee. This would take many volunteers efforts to get this to run smoothly. It was suggested to get a business to sponsor and oversee this event and use their employees to facilitate this event. Further discussion about this event will be discussed in our January meeting.

Again, it was mentioned about having a dance for the high school age group. Liz Craig suggested that if we want to do something like this, we could involve the Student Councils from each of the 3 high schools in the area. Having a small entrance fee of \$3.00-\$5.00 would help cover the expenses for a DJ. Even having a movie night in the park would be fun, but it would be hard to access a fee with this event.

Wally asked for feedback concerning changing the parade route. Reed suggested staging near Scera Park and along 400 east starting by heading east on 400 or 300 South to 800 East and then following the usual route. Teresa Horn asked how much longer it makes the parade route. Jim Lauret answered a half a mile longer. Another suggestion is to stage at the Orem High School then go east on 300 or 400 south to 800 East and then follow the normal route. This also adds 1/2 mile to the route. It was asked why we want to change the parade route. Reed replied to help spread the people out so they are not stacked 3-4 rows back. Also if we are going to expand Summerfest into Scera Park, the parade will bring people into that area to watch the parade.

Teresa asked Reed if we were going to vote on anything at the meeting, or just wait for our meeting in January. Reed thinks this meeting is more of a discussion and then finalize and vote on which new events and locations in January. At this time, let's choose those items that's have been discussed and we are contemplating adding to Summerfest. As soon as the committee members make their decisions, Wally will be able to start talking with potential sponsors.

Proposed Events to Add to Summerfest in 2016

Passport/Walk (City Parks, City Buildings, Meet the Council, etc.) - 1-2 weeks leading up to Summerfest

Pool/Movie Night – Wednesday

Fun Run – Thursday

Bedtime Stories & Food Trucks – Thursday

Carnival & Food Trucks – Start Thursday mid-afternoon (lower ticket prices that night)

Service Project – All Together Playground – TBD, Monday? (Cleaned up before Summerfest)

Parade Route Change

Car Show Relocation – possibly Orem High School

Baby Contest – Possible day change, plus relocation to Orem High School

Appreciation Dinner – What Day

****Split Food Trucks to 2 locations (For Bedtime Stories & Carnival on Thursday Night)**

*****New sight locations will need to be approved Alpine School District and Scera.**

Reed said with all the new events that we want to add to Summerfest, we should approach the council and ask to amend the City Ordinance to allow for two more committee members.

Also form a steering committee with people from different businesses that will help oversee the different events and will work with Wally and the committee members. Various business names were suggested and further discussion will take place with this in our January meeting. Basically the Steering Committee would help Wally find sponsorships. Reed will now take this information of adding two more committee members and forming a sponsorship steering committee to the City Council for their feedback on this request.

Please be thinking of a Grand Marshal(s) and theme and bring those suggestions to the January Meeting. This is very important to finalize so we can start planning and telling potential sponsors in February about all events happening with Summerfest 2016.

Adjournment of meeting was at 6:57 p.m.